



TECHNOLABS PVT LTD
IT SOLUTIONS. WEB - MOBILE - SOFTWARE

®

A NEWYORK
HOTEL INCREASED
BOOKINGS WITH
EFFICIENT **DIGITAL**
MARKETING STRATEGY.

HOTEL MARKETING NEW YORK, USA

OUR CORE VALUES: INNOVATE

I - IDEAS, N - NEW AGE, N - NETWORK, O - OPEN MINDED , V - VALUE, A - ANALYSE, T - TECHNOLOGY, E - EXCELLENCE.

✉ biz@aistechnolabs.com



+1 (917) 6688 461



(+91) 9909434323



THE CLIENT

A reputed hotel in Newyork, USA, offering a range of guest and on-site services for which bookings are available through the website. Some of the amenities provided by the hotel include on-site food and beverages (room service and restaurants), meeting and conference rooms, fitness centers, and business centers.

GOALS

Boost the number of leads and improve the conversions on the hotel website. The client wanted to maximize the revenues and profits.

BUSINESS NEEDS

With an aim to boost the conversion rate by increasing the bookings, the client wanted to get an effective online presence.

OUR CORE VALUES: INNOVATE

I - IDEAS, N - NEW AGE, N - NETWORK, O - OPEN MINDED , V - VALUE, A - ANALYSE, T - TECHNOLOGY, E - EXCELLENCE.

✉ biz@aistechnolabs.com

☎  +1 (917) 6688 461  (+91) 9909434323

 **TECHNOLABS PVT LTD**
IT SOLUTIONS, WEB - MOBILE - SOFTWARE

THE CHALLENGES

Most of the hotels rely on the website for generating leads and making sales. The customers used offline channels to post the queries via phone calls, emails or fax. AIS Technolabs focused on creating an engaging website and offered effective digital marketing services to help their business grow.

OUR SOLUTION

AIS Technolabs helped the client get an effective online presence by creating a user-friendly website and offered exceptional digital marketing services to help them build an additional revenue stream.

We delivered the following services to the clients:

INTERNET MARKETING SERVICES

- **Customer Segmentation and Investigation:** This was based on the client's cross-sell and up-sell product and services data, customer profitability, and customer lifetime value models. The investigation allowed the customer to identify the potential clients who would be interested in making the hotel bookings.
- **Search Engine Optimization:** Focusing on both short-tail and long-tail keyword combinations, we helped them gain a better organic position over various search engines. We also helped them with the right meta-tags, content, page titles, and other factors to make their website rank higher and drive targeted traffic, resulting in
- **Brand Protection:** Our team helped them to protect their brand identity by blocking the irrelevant ads online.
- **Brand Promotion:** AIS Technolabs enhanced brand promotion by submitting the client business listings in several reputed and popular business directories.

OUR CORE VALUES: INNOVATE

I - IDEAS, N - NEW AGE, N - NETWORK, O - OPEN MINDED, V - VALUE, A - ANALYSE, T - TECHNOLOGY, E - EXCELLENCE.

SEM (SEARCH ENGINE MARKETING)

We created banner ads for different social media portals and posted them to attract new customers. Advertising on different platforms helped them get more traffic and generate a large number of leads.

REPUTATION MANAGEMENT

Making use of the best review management tools, This involved setting up a system that included the following:

- Using review management tools to structurally identify improvement areas.
- Sending post-stay emails to all guests requesting their feedback on public review websites such as TripAdvisor, Zoover, etc
- Ensuring responses to all reviews.
- Marketing the external review scores on the website to display what guests think about the hotel.

EMAIL MARKETING

We planned an effective email marketing campaign to help the hotel owners and management stay connected with their guests and targeted customers. Our team sent personalized emails to their customers and prospects to help the business reach new heights. Feedback emails helped them understand their customers' requirements better and deliver the best services.



OUR CORE VALUES: INNOVATE

I - IDEAS, N - NEW AGE, N - NETWORK, O - OPEN MINDED, V - VALUE, A - ANALYSE, T - TECHNOLOGY, E - EXCELLENCE.



SMO

With social media marketing services, they could reach a wider audience and share relevant information about the promotional offers and discounts to attract and engage a lot of customers. Our experts created and managed their social networking profiles to maintain stronger relationships with their customers and connections.



RESULT

The client was happy with our solutions and noticed a 32% boost in the conversion rates

BENEFITS DELIVERED IN NUMBERS

- 10% conversion increased through email marketing campaigns.
- 35% conversion increased through direct call.
- 200% conversion increased through form fill-ups.
- 20% conversion increased through referral sites.
- 40% of cost savings.

AIS Technolabs never fails to create a strong business impact on the end clients, helping small and large business owners maximize their profits.

OUR CORE VALUES: INNOVATE

I - IDEAS, N - NEW AGE, N - NETWORK, O - OPEN MINDED , V - VALUE, A - ANALYSE, T - TECHNOLOGY, E - EXCELLENCE.

Audience Overview

SAVE EXPORT SHARE INSIGHTS

All Users
+0.00% Users

+ Add Segment

Jun 25, 2017 - Jun 25, 2018

Compare to: Jun 24, 2016 - Jun 24, 2017

Overview

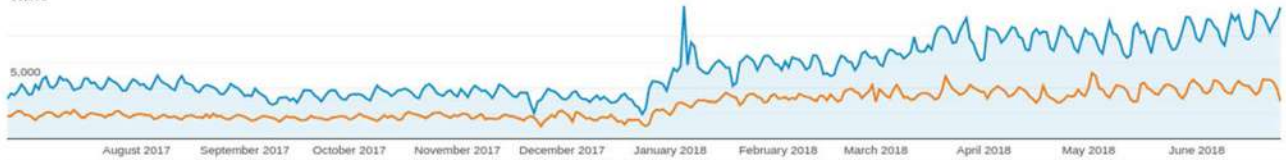
Users vs. Select a metric

Hourly Day Week Month

Jun 25, 2017 - Jun 25, 2018: Users

Jun 24, 2016 - Jun 24, 2017: Users

10,000



Users

106.58%

1,420,120 vs 687,459

New Users

104.47%

1,409,346 vs 689,269

Sessions

107.92%

1,769,511 vs 851,041

Number of Sessions per User

0.65%

1.25 vs 1.24

Pageviews

121.34%

6,943,977 vs 3,137,275

Pages / Session

6.45%

3.92 vs 3.69

Avg. Session Duration

3.89%

00:03:07 vs 00:03:00

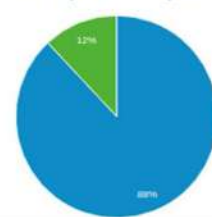
Bounce Rate

-12.71%

43.15% vs 49.44%

New Visitor Returning Visitor

Jun 25, 2017 - Jun 25, 2018



Audience Overview

SAVE EXPORT SHARE INSIGHTS

All Users
100.00% Users

+ Add Segment

Jun 25, 2017 - Jun 25, 2018

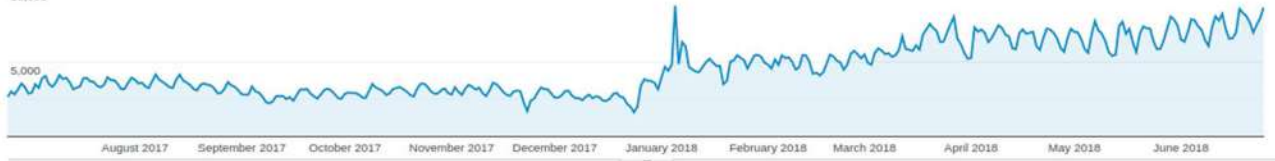
Overview

Users vs. Select a metric

Hourly Day Week Month

Users

10,000



Users

1,414,788

New Users

1,402,944

Sessions

1,769,176

Number of Sessions per User

1.25

Pageviews

6,992,964

Pages / Session

3.95

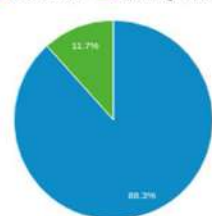
Avg. Session Duration

00:03:09

Bounce Rate

43.22%

New Visitor Returning Visitor



OUR CORE VALUES: INNOVATE

I - IDEAS, N - NEW AGE, N - NETWORK, O - OPEN MINDED, V - VALUE, A - ANALYSE, T - TECHNOLOGY, E - EXCELLENCE.

✉ biz@aistechnolabs.com

☎ +1 (917) 6688 461 🇮🇳 (+91) 9909434323

AIS TECHNO LABS PVT LTD
IT SOLUTIONS, WEB - MOBILE - SOFTWARE

TOOLS USED



xeno

Screamingfrog



OUR ACHIEVEMENTS

10+

YEARS IN
BUSINESS

3+

WORLDWIDE
OFFICES

218+

EXPERT
TEAMS

10+

WEB
EXPERIENCE

10+

MOBILE
EXPERIENCE

10+

MARKETING
EXPERIENCE

1500+

WORLDWIDE
CLIENTS



+1-(917) 6688461



+91-9909 4343 23

Gain useful insights into your business with our Business Intelligence & Analytics solutions that have a strong backing of our wide-ranging domain expertise and technology skills.

OUR CORE VALUES: INNOVATE

I - IDEAS, N - NEW AGE, N - NETWORK, O - OPEN MINDED, V - VALUE, A - ANALYSE, T - TECHNOLOGY, E - EXCELLENCE.

✉ biz@aistechnolabs.com

☎ +1 (917) 6688 461 (+91) 9909434323

